

FEBRUARY 1968 VOLUME 9, NUMBER 2



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Published as a service to all Retail Monument Dealers by The Barre Granite Association, Barre, Vt.



EDITORIAL

by Milton V. Lyndes BGA General Manager

Should A Monument Memorialize?

One afternoon at a monument dealer convention I happened to be standing next to a monument designer. We were looking at the winning designs that had been chosen in a monument design competition. The designer pointed to one particularly fine memorial and said,

"This is an attractive piece of work, but it doesn't really

memorialize any one."

I was momentarily taken back by his comment but after reflecting for a moment the full impact of his statement was brought home to me. I then said, "Do you mean that as a work of art it is fine, but as a personal memorial it fails?" The designer turned to me and said,

"The fact of the matter is that most monuments purchased by the public have little personalized memorialization in them. It is true that they have identification — the name of the deceased — but as for personalization of the deceased and some understandable expression of respect, love and affection, there is none to be seen anywhere on the monument."

This started us on a discussion of monuments and how some monuments serve their purpose better than others. We both agreed that a few monuments are very beautiful but the majority of monuments are simply a means of identifying a deceased person and any attempts at truly memorializing the character or personality of that individual are often lost or forgotten. The monument industry pays lip service to the fact that we are giving the public something far more important than the bronze industry with its flat metal plates. Yet, many dealers lack the real knowledge and interest to create the required personalization to satisfy the inner desire of the customer to erect an effective memorial to someone they love. Stock monuments have the advantage in our competitive market of being sold more cheaply but the selling of stock monuments limits your efforts to personalize the monument and upgrade the sale.

If you want to sell a monument to a customer who is interested only in a status symbol (and there are such customers everywhere) you can often appeal to him by offering a large monument. Personalized memorialization in this situation is not important. But, the majority of our cus-



About Our Cover Picture

More than 100,000 persons from all over the world visited the famous Barre Granite Quarries in Barre, Vermont, during the past year. The Wells-Lamson Quarry Co., Jones Brothers Co., and the Rock of Ages Corp., have guided tours so that tourists see the huge Barre quarries and observe how monuments are made from this beautiful stone. Every visitor to Barre's well-known landmark comes away with the feeling that many dedicated people contribute to the completion of a beautiful traditional memorial made of Select Barre Granite.

tomers really do have an interest in memorializing a loved one in the true sense of the term, and it is up to the retail salesman to put into tangible form those desires to memorialize that are deep within the hearts of nearly every customer.

The good retail monument salesman knows that the emotions of that person's family should be at the heart of the monument design that they will choose to buy. Symbols that the family can understand and relate to the deceased, words that touch the heartstrings — these are the things that help create a monument design that will always have a strong personal meaning to family and friends whenever they should visit the cemetery.

Monument salesmen should strive to sell personal memorialization, not public identification. In order to do this, it is essential that salesmen sell through the emotions — not the emotions created by grief but the emotions of love and sentiment. This is why the good retail monument salesmen should never call on a bereaved family until those days of uncontrolled grief are over.

A stock monument of uninspiring form with a trite and meaningless corner carving, no epitaph, the name sand-blasted in letters of an unimaginative style set in a dreary panel will give the surviving family little comfort or fond remembrance.

There are some customers who truly want nothing more than simple identification. Many of these customers say this because anything different would stand out in the cemetery from all the other formless and tasteless pieces of rock. Of course, we must make provision to give that small percentage of people who want only identification the opportunity to purchase a marker or other simple piece of stone. But there are a lot of people who need and want personalized memorials and for these people monument manufacturers have plenty of beautiful designs. It is the responsibility of the retail salesman to adapt one of these designs that will be meaningful to the family. In the final analysis, it is only the retail salesman that has direct personal contact with the purchaser and, therefore, it is only the salesman who can really know and understand the exact desires and needs of the customer.

In our haste to sell the public a monument, we see the cemeteries filling up with the same type of design. We have now created within the minds of our customers the idea that they should not depart from the established "norm" when they buy their monument. The customer sees the other monuments and he thinks it is "the thing to do" to buy a monument that looks like all the rest. Why shouldn't he?

It is true that many times the rules established by cemetery management contribute to this brutal sameness in a monument design that crudely demands "forget, forget." The true memorial softly but persuasively says "in loving memory."

Do the monuments you sell say "forget, forget"? If the monuments you sell do say these words, it will not be very long before the monument industry in your community will be forgotten.

The Most Successful Monument Folder Ever Produced



The "Remembered For All Time" folder produced by the Barre Granite Association is the most successful monument folder ever produced, reports the BGA Advertising Committee in Barre. The "Remembered For All Time" folder has been in existence for many years. It has been up-dated twice in accordance with the wishes of thousands of retail dealers who have used this folder.

Have you tried our "Remembered For All Time" folder? We provide it on a

Have you tried our "Remembered For All Time" folder? We provide it on a share-the-cost basis at only 5 cents each, including free imprinting on all orders of 100 or more folders.

This folder has a beautiful four-color picture of a cemetery scene. The folder has many monument designs as well as clear illustrations of the more popular non-denominational symbols that are used on memorials.

It is expensive for you to develop your own monument folder. This is why monument dealers use Barre Guild selling aids. If you have not done so, order a supply of "Remembered For All Time" folders today. This folder has sold more monuments than any other folder ever produced.

New 1968 Barre Guild Monument Designs



Barre's famous monument designers have been busy in preparing for you 12 new monument designs. These are called our 1968 Barre Guild Monument Designs.

You may obtain a set of these designs for only \$2.00 by writing to the Barre Granite Association, Barre, Vermont, and enclosing your check.

Barre has many outstanding monument designers. They have created for retail monument dealers over the years-thousands of monument designs. There are more monument designers in the Barre area than in any other monument producing area in the world.

The new 1968 Barre Guild Monument Designs were prepared in order to give you a balanced presentation of Catholic and non-denominational designs — some of them with a modern flair and others in a more traditional theme. However, all of these designs are meant to sell!

As soon as you receive your designs, we suggest that you place your orders for finished monuments with the Barre Guild manufacturers of your choice. Make certain that you will have one or more of these monuments in your display in order to increase your spring business.



Smith, Whitcomb & Cook, a leading manufacturer of granite working machinery, is located in Barre, Vermont. Here is a huge polishing machine recently manufactured by that company for Desilets Granite Company in Montpelier.

Millions of dollars have been spent over the past several years by Barre area manufacturers in order to equip their plants to manufacture products more efficiently.

ELEVEN BARRE MANUFACTURERS TO EXHIBIT MONUMENTS IN CLEVELAND

Dealers who attend the national convention of the Monument Builders in Cleveland will have a real treat in store for them when they visit the displays where Barre Granite Association members are exhibiting their monuments.

To begin with, the Barre Granite Association itself will have a 45 foot long booth adjacent to the lounge area. Here you will be able to see a fine display of sales-tested dealer merchandising aids and talk with Milt Lyndes, BGA General Manager, and Jim Welch, Manager of Dealer Services.

Beck & Beck of Barre will have an exhibit. Stop at Booth 60 and 61 and talk to friendly Frank Friberg and Mr. and Mrs. Norman Beck. This company has made a tremendous impact on the monument industry and we are sure that what you see in the Beck & Beck Booth will be impressive.

In Booth 7 there will be two of Barre's outstanding memorial companies. Howard Rock and Joe Calcagni will be representing the Chioldi Granite Corp. These two "pros" have a wide variety of memorialization to sell. Also, Louis LaCroix of LaCross Memorials, has some of the most beautiful work in the Barre area.

In Booth 2 is the unique Adams Granite Company display. Elgio and Lola Zorzi will be on hand. Elgio is the immediate Past President of the Barre Granite Association. He recently completed the Cardinal Ritter monument.

In Booth 9 will be David Reid of Cook, Watkins & Patch Company, one of Barre's large and diversified monument manufacturing firms. This company provides an excellent selection of granites. Walt Cowie and Ray Stroutsis, top salesmen, will be with Dave.

In Booth 22 and 23, the Rock of Ages Corporation will have its exhibit. This is usually one of the more outstanding exhibits at every convention. Fred Reed, Vice-President of Marketing, Dick Wilson, General Sales Manager, Roe McKenzie, Executive Vice-President, Ernest Beers, Treasurer, Ed Comolli, Plant Manager, Ugo Magistris, Chief Designer, and Connie Rowell, Sales Service Manager, will be at the exhibit area.

Genial Bud Cain, Sales Manager, and Sam Pellegrini, Office Manager, will hold forth in Booths 46 and 47 for the Rouleau Granite Co. This firm is one of the largest in Barre. Its growth has been among the fastest in the country. We know that you will be looking forward to seeing their display.

In Booths 31 and 38, there will be the Jones Brothers display. This firm with one of the finest reputations ever established in the monument industry will have Maurice Kelley, President, Dick McBride, Sales Manager, and Bob Stewart, Plant Manager, to provide advice and assistance as well as to show you their exhibit.

You will find, in Booth 48, "Mellie" Friberg and his always excellent Anderson-Friberg monument exhibit. Many of Mellie's "AFCO" customers will be looking forward to talking with him and seeing his outstanding display.

A new exhibitor this year will be the Desilets Granite Co. of Montpelier, Vermont, in Booths 21 and 72. It is expected that Victor and Sam Roselli of this well-known firm will be at your service. They promise to have something different in the way of memorials to show you.

A convention could never be complete without a Buttura & Sons exhibit. Archie and John Buttura will be at Booth 14. John is the current President of the Barre Granite Association and Archie is the current President of the American Monument Association.

The theme of the monument exhibit which is sponsored by the American Monument Association in Cleveland will be "Monuments of the Future." It is not difficult to design what one would foresee as a monument of the future. Your Barre friends have gone one step beyond. They will be presenting monuments with a modern design that will appeal to the public and which you will find easy to sell. After all, monument dealers want new and refreshing designs, but above all else, these designs must be practical. Here Barre can give you sales-tested designs that can be merchandised to sell at a profit.

OPENING RECEPTION AT NATIONAL MONUMENT DEALER CONVENTION TO BE SPONSORED BY YOUR BARRE FRIENDS

On Sunday, February 4, 1968, the Barre Granite Association will sponsor the opening reception of the Monument Builders of North America. This will be held at the Sheraton-Cleveland Hotel in Cleveland, Ohio. A record turnout of dealers from all over the country is expected.

The member-companies of the Barre Granite Association cordially invite you to attend our Barre Reception to enjoy our hospitality, our refreshments and to renew the many friendships that you have made with other dealers and with Barre manufacturers over the years.

Dealers who have attended Barre parties know that Barre doesn't "spare the horses" in making its guests happy and comfortable. You know that a good time will be had by all on Sunday, February 4, at the national convention in Cleveland, Ohio. Make it a point to be there at 7:30 P.M.



Sometimes the old-fashioned memorial themes are attractive in our modern world. This beautiful angel with outspread wings was recently carved in Select Barre granite in the Jones Brothers Company Plant. Many dealers find some of the older types of memorials can be adapted to appeal to this generation of monument buyers. Have you looked in the older section of your cemetery lately to find ideas that would help you up-grade the sale of your monuments in the future?